

# AMERICAN NURSERYMAN

The National Journal Of Commercial Horticulture

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JUNE 1 1918



Circulating Throughout the United States, Canada and Abroad, Featuring Commercial Horticulture in all its Phases of Nursery Stock, Orchard, Landscape Planting, Distribution. Published Semi-Monthly by American Fruits Publishing Company, Inc.



Vol. XXVII

ROCHESTER, N. Y., JUNE 1, 1918

No. 11

## PAINESVILLE NURSERIES

WE ARE planting with a view to continuing our usual production of nursery stock in the normal quantity and established high quality.

Visitors to and from the Chicago Convention will be gladly welcomed.

We feel sure of our ability to show many blocks of interest and profitable consideration to buyers in every branch of the nursery business.

The Storrs & Harrison Co.

Established

NURSERYMEN . . . FLORISTS . . . SEEDMEN

1200 Acres

1864

PAINESVILLE, OHIO

46 Greenhouses

The  
Preferred  
Stock

The  
Preferred  
Stock

#### TO THE TRADE:

We thank you for the patronage that you have given us this season. It has been probably the busiest and best selling season that we have ever had. We haven't made any money, because of the ever increasing cost of production, but if we are able to break even, besides subscribing to the various war funds and buying some liberty bond's, so as to keep the boys in the trenches until victory is won, we shall be satisfied. We doubt if any nurserymen will make very long profits this season.

Prices generally will have to increase next season very materially, not only in order to enable nurserymen to keep abreast with the times, but also to stay in business, and in order to bring about an increase in prices, there will have to be co-operation between the wholesaler and retailer.

Every nurseryman should try to be present at the Nurserymen's Convention, in Chicago. New problems will be presented there which need the attention of every man in the Trade If you are not a member, join now.

Back up the Market Development Fund. It will mean dollars to you, and no nurseryman can afford to stay out of it.

Too much praise cannot be given our Secretary for his efficient work in getting nursery stock placed in "Preferred" class of freight. Keep him on the job.

We expect to have our usual good supply of J. & P. specialties, such as Roses, Clematis, Tree Hydrangeas and also a full line of Perennials, Shrubs, Shade and Fruit trees.

### JACKSON & PERKINS CO.

NEWARK

NEW YORK

The  
Preferred  
Stock

Subscribers to Nurserymen's Fund  
for Market Development

The  
Preferred  
Stock

### Fruit Tree Stocks

In a shipment just received from France, we have in prime condition, in surplus, the following fruit tree stocks, at prices quoted:

Mahaleb	5-9 mm at \$ 7.50 per thousand
"	3-5 mm at 4.50 "
Myrobalan Plum,	5-9 mm at 10.00 "
"	3-5 mm at 7.50 "
Mazxard	5-10 mm at 10.00 "
Mariana	5-10 mm at 10.00 "

Fruit trees will be scarce and high for several years and it stands you in hand to grow all you can.

ORDER QUICKLY

### SHENANDOAH NURSERIES

D. S. LAKE, Pres.

SHENANDOAH,

IOWA.

We are subscribers to the Nurserymen's  
Market Development Fund.

### OUNT ARBOR NURSERIES

Established 1875.

Incorporated 1916

#### SHENANDOAH, IOWA.

E. S. WELCH, Pres.

F. W. WELCH, Supt.

E. E. MAY, Vice-Pres.

R. M. GWYNN, Secy.

Our business has been operated for 27 years under the present management, and we shall make every effort to continue to furnish our customers with good stock and prompt service in the future. Each year the war lasts it will become more difficult to maintain an efficient organization.

Let each one of us buy Liberty Bonds and War Saving Certificates to the extent of our financial ability. Also contribute our quota to our local Red Cross Chapter and do our part to help win the war.

Last, but not least, PRODUCE ALL THE FOOD WE CAN.

We hope to meet a great many of our customers at the annual convention of the American Association of Nurserymen.

We are subscribers to the Nurserymen's  
Market Development Fund.

### "That Bully Good Stock"

"Every business is a partnership,  
of the man who sells and the man who buys."

AND the nursery business is a partnership between those who grow the stock and those who distribute it; that distributors are almost invariably producers as well does not alter the fact; rather it emphasizes it. The relationship is so close that whatever seriously affects one branch must immediately affect the other.

As growers then, and partners with those who reach the planters, we hold that the success of our customers,—upon which our own success depends,—requires of us certain things:

We grow for the Trade only: for the other nurserymen who are distributors,—who develop the market and create the demand;

And we grow only what we can grow well and no more of that than we can give proper care and cultivation to;

Also, we occupy our own sphere in the partnership; we do not compete with the distributing end of the business directly or indirectly, neither through agents nor catalogues, nor through auctions nor department stores. We do not criticize any of those outlets: we leave distribution entirely to the retailers.

As price is no index to quality nor the descriptive terms used adequate to measure value, we invite inspection of our stock. And thought of our policy.  
June first.

### PRINCETON NURSERIES

AT PRINCETON, IN NEW JERSEY

June first

We are subscribers to the Nurserymen's  
Market Development Fund

## AMERICAN NURSERYMAN--June 1, 1918

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

**ADVERTISING**—Advertising forms close on the 12th and 27th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$1.40 per column-inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the cariot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

**SUBSCRIPTIONS**—"AMERICAN NURSERYMAN" will be sent to any address in the United States for \$1.40 a year; to Canada or abroad for \$2.00 a year. Add ten cents unless bank draft, postal or express money order is used.

RALPH T. OLcott  
Editor and Manager

AMERICAN FRUITS PUBLISHING COMPANY, INC.

33 State Street,  
Rochester, N. Y.

**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

**INDEPENDENT AND FEARLESS**—"AMERICAN NURSERYMAN" is not the official journal of any organization. It therefore makes no distinction in favor of any. It is untrammeled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

## Classified Business Announcements In this Issue

American Association .....	Chicago Convention .....	147	Mount Arbor Nurseries.....	Convention Announcement .....	144
American Nurseryman .....	Semi-Monthly Trade Medium .....	154	Northeastern Forestry Co....	Evergreen Seedl'gs and Transp'ts..	155
Bay State Nurseries.....	Ornamental Nursery Stock.....	157	Nursery Trade Journals.....	Standard Publications .....	155
Business By Letters .....	Sherwin Cody Book .....	155	Onarga Nursery Co.....	Lining Out Stock .....	157
Chase Co., Benjamin .....	Labels for Nurserymen .....	153	Plant Propagation .....	Nursery Practice .....	157
Cyclopedia Horticulture ....	Standard Reference Work .....	158	Peters, Charles M.....	Grape Vines .....	157
Detriché, Sr., Charles.....	French Nursery Stock.....	155	Princeton Nurseries.....	Ornamental Nursery Stock.....	144
Delaunay, F. ....	Bulbs and Fruit Trees.....	155	Propagation of Fruit Trees..	Instruction Book .....	155
Directory of Nurserymen... Standard Reference Book .....	157	Pruning Principles .....	By M. G. Kains.....	156	
Farmers Nursery Co.....	General Nursery Stock.....	157	Reed, W. C.....	Cherry, Pear, Apple, Peach.....	145
Garden Hand Book .....	Reference .....	157	Rolker & Sons, August .....	French Stock Agents .....	157
How to Sell and Advertise. Instruction Book .....	155	Ross-Gould Company.....	Mailing Lists .....	157	
Horticultural Publications .. Library List .....	148	Sales Promotion .....	Selling Information .....	155	
Howard Rose Company ....	Own Root Field Grown Roses ..	156	Scarf & Son, W. N.....	Small Fruits Plants.....	157
Huntsville Wholesale Nurs...	General Nursery Stock.....	145	Shenandoah Nurseries .....	General Nursery Stock.....	144
Jackson & Perkins Co.....	Ornamental Stock .....	144	Spooner & Sons, S.....	English Nursery Stock .....	155
Jones, J. F.....	Pecan Trees .....	155	Storrs & Harrison Co.....	General Nursery Stock .....	143
Levavasseur & Sons.....	French Nursery Stock.....	157	Successful Selling .....	For Salesmen .....	155
Lindley Nursery Co., J. Van..	Peach Seed .....	155	Vincennes Nurseries .....	Cherry a Specialty .....	145
Market Development Fund...For New Business.....	153	Watson & Co., F. W.....	Apple, Pear Seedlings .....	146	



## WANTED

NURSERYMEN TO DRAW ON  
US FOR THE FOLLOWING

Peach, Apricot, Apple, Pear,  
Plum, Cherry, Pecans, Roses  
and Other Ornamentals

**HEIKES - HUNTSVILLE - TREES**

All our own growing. In good assortment. Prices right.

**HUNTSVILLE WHOLESALE NURSERIES**  
HUNTSVILLE, ALA.

## Vincennes Nurseries

W. C. REED, Prop.

VINCENNES, IND.

We are pleased to offer for Fall for Fall or Spring  
CHERRY 2 YEAR X X 1 inch up, also 3-4, 5-8 and lighter  
grades

CHERRY, One Year 11-16 up, 5-8 and 1-2 to 5-8

Our Blocks of Cherry are largest to be found in U. S.

We bud annually 500,000 Cherry, they are making splendid  
growth

Peach, One Year, all grades, leading Varieties

Plum, Japan and European, 1 and 2 year

APPLE, 2 Year, a few cars for late fall shipment

Grafted Hardy Northern Pecans

Car Lots a specialty. Also fair assortment of Ornamentals

# F. W. WATSON & CO.

Wholesale Growers

## Apple and Pear Seedlings

Topeka, Kansas

Yes--Prices are higher--but it is not so much a question of price as it is of being able to get the stocks you need--at the time you need them.

We specialize on

## APPLE AND PEAR SEEDLINGS

We have 150 acres of good, clean thrifty stocks. We grow no trees of any sort--no wheat, corn or other soil products. We are using every effort to produce good, clean Apple and Pear stocks to furnish the trade.

Owing to high price and scarcity of seed and the higher cost of labor--prices are higher--but we have the stocks and will take care of the trade.

**F. W. WATSON & CO.,**

Topeka, Kansas

# American Nurseryman

## The National Journal Of Commercial Horticulture

Entered September 1, 1916, at Rochester, N. Y. Post Office as second-class mail matter

Vol XXVII

ROCHESTER, N. Y., JUNE 1, 1918

No. II

### ANNUAL CONVENTION AMERICAN ASSOCIATION NURSERYMEN

June 26-28, 1918, At Hotel Sherman, Chicago, Ill.

#### PROGRAM

WEDNESDAY, JUNE 26, 1918

10:00 a. m.

Call to order by Vice-President.

Song—"America."

Invocation—Rev. C. S. Harrison, York, Nebr.

"The Glad Hand"—George M. Spangler, Jr., Association of Commerce, Chicago, Ill.  
"A Message"—Major Lloyd C. Stark.

Reports of Committees:

Arbitration—W. C. Reed, Chairman.

Arboretum—J. Edward Moon, Chairman.

Complaints and Grievances—W. H. Wyman, Chairman.

Distribution and Directory—M. Cashman, Chairman.

French Relief—F. L. Atkins, Chairman.

Hail Insurance—Frank Weber, Chairman.

Landscape—Thomas B. Meehan, Chairman.

Nomenclature—J. Horace McFarland, Chairman.

Press—Robert Pyle, Chairman.

Statistical—Henry B. Chase, Chairman.

Tariff—Irving Rouse, Chairman.

Transportation—Chas. Sizemore, Chairman.

Vigilance—Paul C. Stark, Chairman.

"Banish the Barberry and Save the Wheat"—Dr. E. C. Stakman, St. Paul, Minn., Chairman Barberry Eradication Committee, U. S. Dept. of Agriculture.

Appointment of Committees.

Announcement of Entertainment Committee.

Adjournment.

1:45 p. m. (Executive Session).

Song—"Star Spangled Banner."

Report of Secretary-Counsel—Curtis Nye Smith.

Report of Treasurer—J. W. Hill.

Address—"Marketing Methods" (30 minutes)—L. D. H. Weld, Mgr. Commercial Research Dept., Swift & Co., Chicago, Ill.

Special Order of Business.

Resolution and Amendment to Constitution.

(Note—That ample time be allowed for a full and free discussion of this most important matter, no additional topics are scheduled for this session.—Program Committee).

Announcement of meeting of State Vice-Presidents.

Adjournment.

7:30 p. m. Meeting of State Vice-Presidents.

8:30 p. m. Reception and Get-Acquainted banquet.

THURSDAY, JUNE 27, 1918

10:00 a. m.

Song—"Where Do We Go From Here, Boys?"

"Market Development"—Report of Temporary Committee.

(A matter of the utmost importance to the

future of the nursery industry—plenty of time will be given for full discussion).

Report of Publicity Committee—F. L. Atkins, Chairman.

The Booklet "Home Grounds"—From the Publisher's Viewpoint—J. Horace McFarland; From the User's Viewpoint, O. Joe Howard, Secretary Van Lindley Nursery Co., Pomona, N. C.

"Costs, Profits and Income Tax"—Alvin E. Nelson, Swain Nelson & Sons Co., Chicago, Ill. Discussed by Arthur H. Hill and Guy A. Bryant.

Report of State Vice-Presidents and Election of Officers.

Adjournment.

Resolutions. Unfinished Business.  
Song—"America." Adjournment.

Sears, Roebuck & Co. have extended a cordial invitation to the American Association of Nurserymen to visit their plant in a body, on Friday afternoon; details as to time, directions, etc., will be announced before adjournment.

#### ENTERTAINMENT

In the opinion of the Entertainment Committee the time has come for the American Association to adopt the plan now generally used by all Trade Associations in that each one pays his way, otherwise a considerable fund must be taken from the treasury or subscribed by local nurserymen to defray the expense of entertainment—a plan that by experience we have found to cause embarrassment, to say nothing of the burden placed on the local members. The entertainment features at Chicago will include:

Wednesday noon (12:30)—Luncheon by all ladies in attendance, at Marshall Field & Co. (Narcissus Room), followed by a tour through that mammoth establishment under the personal conduct of trained guides. The hour of departure from Hotel Sherman, cost of luncheon, etc., will be announced by the Entertainment Committee.

Wednesday Evening, (8:30) —Reception and "Get-Acquainted" banquet—time, place and cost to be announced.

Thursday Morning (10:00)—Trip through Art Institute; 12:00, Luncheon at Art Institute Cafeteria; 1:30, Leave C. & N. W. Depot for Great Lakes Naval Training School; 8:15 p. m., Theater Party "Friendly Enemies," at Woods Theater (only one block from Hotel).

Friday morning left open.

Afternoon—the ladies are invited to visit (along with the men folks) the establishment of Sears, Roebuck & Co.

The women of the American Association of Nurserymen will hold their third annual meeting at Chicago, and a larger attendance of ladies than ever before, is expected. This "Ladies Auxiliary" will have charge of the music, reception and entertainment features. Is your wife, mother, sister or sweetheart a member of this most helpful co-operative organization of the American Association?

#### COMMITTEE COMMENT

The Program Committee, of which Henry B. Chase, Chase, Ala., is the chairman, says:

"The program this year, because of the two most important matters of Special Order of Business and Market Development, requiring as they will plenty of time for full discussion, does not contain as many papers as usual. It is the thought of the Program Committee to make the Thursday afternoon session as nearly a Patriotic Session as possible, and we are promised a good speaker from 'Over There' and we feel that this session will be especially interesting."

# What Ornamental Nursery Stock is Doing

## PROPAGATION OF CONIFEROUS EVERGREENS

By Thomas A. McBeth

Not all coniferous evergreens can be grown from cuttings, with any degree of success. Indeed, one species of the same genera may be easy to root while another is extremely difficult.

Most of the Thujas, Biotas, Retinosporas, Junipers and Chamaecyparis, can readily be grown from cuttings. Some of the spruces and other kinds can be grown from cuttings providing the cuttings are grown under glass. Cuttings are usually taken from plants grown for the trade in the nursery rows; but I prefer to have a block set aside for cuttings, and not allow anyone to dig out of it under any circumstances. The advantages of having this block over taking them from the nursery row are:

In the first place evergreens are usually sold in the spring or fall, and to make nice plants should be trimmed in the late spring and encouraged to make a fine compact and graceful growth. While they make a quantity of very nice cuttings they are usually not as good as where they have the full season's growth.

Some growers keep them shorn all summer, which makes a very formal and to some people attractive appearance, and for some purposes, is all right, but of course would not provide very many cuttings nor of as good quality. And again in cutting from the nursery row, unless you are very careful, you are liable to mutilate the trees. It is pretty hard to trim a mature evergreen without showing the marks of the knife. Frequently the nicest cuttings are the ones that should be left and the temptation is pretty strong to whack in a little more than is good for the looks of the trees.

Or else we are inclined to take inferior cuttings because it will not interfere with the appearance of the tree.

The principal advantage of the block is that it insures a regular supply of cuttings. Every nurseryman knows how frequently he will sell entirely out of variety before he readily be placed in the sand. If you are not allowing any to be dug out of it, you avoid that. Then you can select your cuttings and take all that the tree affords, just so that you leave enough foliage to keep a balance between the roots and the head and not rob the tree. In taking the cuttings, I usually commence soon as the wood is fully ripened, generally in our climate, from the first to the middle of November.

Select mature wood of the present season's growth, make them from four to six inches long, and in the case of junipers and some Retinosporas, trim off the immature ends, the lower leaves should be trimmed off in order that the cuttings may more readily be paged in the sand. If you are not quite ready to put them in the propagating house they may be kept for a week or two in paper lined barrels, or boxes, well dampened, (not wet) and placed in a cool cellar.

Almost any kind of a greenhouse will answer for a propagating house.

I prefer the common twenty foot house with three benches heated with hot water. My reasons for preferring this kind of a house are, in the first place you get a better circulation of air, without the liability to drafts; than in a narrower house, and when it comes to shading it is easier than a wider one; also this seems to be about the most economical construction.

I prefer hot water heat, not that it is

any cheaper or any better, but, unless you have an establishment large enough to pay to keep a night fireman, it is easier to keep a regular temperature. However, there is a difference of opinion on this question.

I place all the heating pipes under the benches.

In constructing the benches you can use either boards or tile for the bottoms. I prefer common roofing tile 6 x 12 in. x  $\frac{3}{8}$  in. thick, laid on stringers 1 x 4 in. laid 12 in. apart; next to that would use roofing slate 12 in. x 12 in. Don't cement the cracks. The object is to have good drainage, (I am a crank on drainage) and also the tile or slate will let the heat through better than boards, and practically is indestructible.

Some recommend boxing up the benches underneath to give bottom heat, but I don't think it makes much difference. I have had as good success without as with the extra heat; of course the pipes being under the bench, it gets more heat than though they were hung overhead.

Some prefer putting the cuttings in flats, we use flats for all kinds that take more than one season to root. The process is about the same and I have never been able to see any particular difference in the result; if you use flats, see that they are well drained.

Put enough sand on the benches to make about three to three and a half inches after it is packed.

We make the rows one and one-half inches apart, and, in the case of most Junipers and similar cuttings, one-half inch apart in the row.

After the cuttings are in give them a thorough watering. My rule is to water until the water runs through the bench or flat and then don't give any more until they show signs of getting dry, except to keep a moist atmosphere, be careful not to get the sand too wet as there is more danger of getting too wet than too dry. My plan is about twice a day, and on hot days, three or four times a day to take the hose and throw a fine spray all over the house; that will give a humid atmosphere, and also keep down the red spiders, the worst, and about the only insect pest to contend with in our climate.

For the first three or four weeks keep a night temperature of from forty to fifty degrees. At the end of that time they should be well calloused, after which the heat may be increased to from fifty to sixty degrees.

It will depend on what kind of cuttings you have how soon they will be rooted. Some varieties of Retinosporas and Thujas will be rooted in three or four months while some will require two seasons and not do much then. The same may be said of the Junipers, especially of the Virginiana family.

When they are well rooted they may be potted or planted in frames and covered with muslin shades until they are well established, (usually about or two or three weeks); then replace the muslin shades with lath shades, or they may be grown without the lath shade. The lath shades save water and otherwise induce growth.

If propagated in flats after they are rooted they may be placed in frames shaded for a while and left in the flats until the following spring when they should be planted in beds for a year or two before lining out. As to the profits of the business I have not much to say, except that "it is not all gold

that glitters." It depends on the man who runs the business; like other kinds of business some will succeed while others fail.

Question. Is there any advantage in taking "heel cuttings?"

Answer. It used to be thought necessary to use heel cuttings for almost all plants. While I take cuttings from any place along the stem, wherever the wood is in the proper condition, I must confess I have a preference for heel cuttings, (probably an old notion) but seems to me they make a better root system, consequently make a plant a little sooner, but have never been able to see any particular advantage in the result.

### Not Growing Manetti

In the May 1st issue of the *American Nurseryman* was reproduced an article in a recent issue of the *American Florist* to the effect that John D. Knickman, East Northport, N. Y., was growing Manetti stock for budding and grafting purposes. At the same time we wrote Mr. Knickman for particulars. His answer has just come to hand:

Editor *American Nurseryman*:

Replying to your letter of 22nd inst, I am not growing any Manetti stocks—which are propagated only from cuttings and not from seeds. If you know of anyone in the U. S. who is having success in growing Manetti cuttings I would be pleased to get whatever information you can give.

The writer of the article in *American Florist* probably had reference to the Japanese Rosa Multiflora which I am growing in large quantities for *McHutchison & Co.*, New York. These are produced from seeds, my land being suitable and I have had much experience in this line. Of course you understand that these stocks are merely uncertain substitutes for the unavailable Manetti cuttings.

*McHutchison & Co.* are pioneers in this line, they sold Japanese Multiflora Rose seeds to most of the principal nurserymen last season, so that this new variety will receive a good test. Of course everything is in its experimental stages, but the trade will be offered what stocks I have next fall. Don't confuse these stocks with Manetti as the writer in *American Florist* apparently has done.

J. D. KNICKMAN.

East Northport, N. Y.

### How Indiana's Liberty Loan Campaign Missed \$40,000,000

Patriotic Hoosiers—and every real Hoosier is a patriot—are greatly disappointed that Indiana failed to find some \$40,000,000 that might have been put into the Third Liberty Loan.

The Indiana Extension Department is authority for the statement that crop losses from insects in that state alone total nearly \$40,000,000, much of which is preventable.

Here then, definitely on the best of authority, is \$40,000,000 which loyal Hoosier farmers might have had for subscribing to the Third Liberty Loan but which the bugs got first. Fortunately, there is encouragement in the assurance that much of this loss is preventable.

What is lost is lost. The bugs are rabidly pro-German—henchmen of the Kaiser. Let's clean them out and do it now.

Get acquainted with the standard insecticides and fungicides; arsenate of lead, pyrox, bordeaux, nicotine extracts, etc., and use them thoroughly. Every bug killed and every potato saved from rot and blight helps to win the war. A bug is a small thing—\$40,000,000 is a different matter. Think it over.

# Permanent Organization for Market Development

Proposed by the Temporary Committee—Subscribers Voted Last Month For a Board of Directors

The Temporary Committee for the Subscribers' Organization of Nurserymen for Market Development, a co-operative national campaign to create new business for nurserymen, consisting of F. L. Atkins, president; E. S. Welch, treasurer; John Watson, secretary; J. Edward Moon, Robert Pyle, Henry B. Chase, and Paul C. Stark, last month sent an announcement to the subscribers, reading in part as follows:

The Temporary Committee appointed to invite subscriptions to the Nurserymen's Fund for Market Development announce that they have enrolled to date 126 subscribers who have endorsed the movement.

Never before have the nurserymen of America so generally approved any co-operative movement or pledged for any purpose an equal sum of money.

The number of firms endorsing the movement, their location geographically and their standing in the trade, makes the present membership fairly representative, and the results of this preliminary work already assure the success of the movement.

It is proper that the Fund thus started by the Temporary Committee be now taken over by a Board of Directors to be elected by ballot by the subscribers, the Board of Directors to bring the subscribers together into a permanent organization for the conduct of the Market Development Campaign; to formulate plans and to report at a meeting of the subscribers which will be called in Chicago at the time of the Annual Convention of the American Association of Nurserymen.

The directors that you will choose now will be asked to present.

First: a plan for permanent organization;

Second: a program of work to be done;

Third: a means of financing the preliminary work and also of the campaign itself.

This Temporary Committee desire to leave all details of the organization to the subscribers or to officers elected by all the subscribers. In response to repeated requests, however, we would say that this Committee favor a Board of Directors equal in number to one director for every ten sub-

scribers. We are suggesting a somewhat larger Board at present in anticipation of a considerable addition of names to the list of subscribers next month and in order to give suitable representation to the different sections and the various interests. We are going to ask you now to ballot for 16 directors to have charge of your Fund, eight of these directors to be selected from eight different sections by the subscribers in each section and eight directors to be selected at large. That will insure to each geographical section of the country adequate representation on the Board of Directors.

The Board could, with advantage, appoint a small Executive Committee with members so located as to be able frequently to meet together more intimately and personally to conduct the business of the organization with reference to matters that time and distance would prevent a large and widely-scattered Board from attending to. You are asked to express on the enclosed ballot your own views on this important detail of organization.

## What Nurserymen Say of the Plan for the Market Development Fund

### From Chicago, Ill.

"I am thoroughly in sympathy with a concerted effort for Market Development. Our experience is that the expenditure of money on publicity this spring is not producing as satisfactory results as in normal times. Therefore I cannot counsel expending any large sum of money for publicity during the season of 1918-1919, unless conditions change. However, the time should be used to plan such a campaign, and during the same time, to organize the merchandizing methods of the trade on sane lines—classifying the kinds of customers, and determining the proper prices to which each class is entitled.

All that we can hope for in a campaign of publicity is to arouse attention and interest of the public. Unless we are organized to take the advantage of this aroused public attention and interest, it will be wasted, and the campaign will be a failure. If on the other hand, we figure out a way to follow up the campaign, and materially increase the volume of nursery business of the country, then we have accomplished something in trade development. Mere publicity will not do this, as every advertiser knows."

ALVIN E. NELSON.

Chicago, Ill.

### From the Acting President

"I am very much interested in the progress of the Market Development plans because I am and always have been a strong believer in publicity, and because, furthermore, this is a part of the whole scheme I presented before the American Association at Detroit in 1915, at which time the Association was re-organized along business lines, and while as yet the Association has adopted only a part of my recommendations as then made, we are year by year developing the plans then presented and, as before suggested, this particular question of Market Development in a part of the original Detroit plan. If we are reaching this end by a different route, it makes no particular difference, for, after all, we have but one end in view—the upbuilding of the nursery interests of America.

"In my address before the Association at Detroit and speaking particularly of publicity, the following is an extract: 'We need money and lots of it for publicity. We have lost and will continue to lose, until provided for, a great opportunity to keep our interests before the world by a properly financed, well organized campaign for publicity. No

money, I take it, that we could spend would be better spent than a liberal allowance to a thoroughly capable committee on publicity. Individual corporations believe their very life depends on keeping themselves favorably before the public, and their publicity campaigns are maintained at large expense. We are led to believe the results are satisfactory, otherwise they would be discontinued, and if such is true in the conduct of affairs in an individual business it would unquestionably be true and would accomplish greater good if maintained by a big broad campaign for publicity year by year through the American Association of Nurserymen. No money that we could spend would bring larger returns than a few thousand dollars placed in the hands of a Committee on Publicity.'

"Almost three years after the above expression, a few of you live wires have gotten together and worked out your Market Development plant, and this is only another and perhaps better name for publicity. You may count on me in every way it is possible for me to assist in carrying forward this important and comprehensive plan. \$50,000.00 annually expended judiciously for boosting our nursery products will put the nursery interests of America on the map. The nurseryman who does not see the benefits of belonging to such an organized effort for the development of his business is indeed blind.

"There are, to be sure, many details of this plan yet to be worked out, but the chiefest of the problems connected with the question of Market Development is necessary funds. I am sincerely hoping that when the American Association of Nurserymen assemble at Chicago in June the entire fund will have been subscribed and that these other minor details will be worked out to the good of all concerned.

J. R. MAYHEW.

Waxahachie, Texas.

### From Pomona, N. C.

Having been asked to give our reasons for subscribing for the market development fund, we set forth same in part as follows:

- 1st. We believe in advertising, generally speaking.
- 2d. Seeing that other lines that advertise heavily are doing more business than the nurserymen, it made us want to be up and doing.
- 3d. Because other lines are co-operating in publicity campaigns with apparent success.

- 4th. Because there is a real need for our products, as what we have to offer the public tends to make life more worth while.
- 5th. Because "In unity there is strength," and we believe that all of us working in harmony can do better than to try to undermine the other fellow, as has been done in the past by many in our line.
- 6th. Because there can be more trees sold and planted advantageously than all of us can grow. It is under-selling; not over-production.
- 7th. Because if we can get down to a working basis on this proposition, we will see the great good in co-operation and will work together on other phases of our business to our mutual advantage.

But we do not believe that this little work that has been started will do everything. It will take time, and possibly we will not see any results for a year or two. But let's not pass up this opportunity!

J. VAN LINDLEY NURSERY CO.,  
O. Joe Howard, Sec. Treas.

Pomona, N. C.

### BIG PUBLICITY CAMPAIGN ACTIVE

The statement has been made by a non-subscriber to the Nurserymen's Market Development Fund that he did not regard the present as an opportune time to plan for a national advertising campaign.

"I do not think the big lumber campaign is in progress these days. Comparatively few persons are building now," he said.

The fact is that lumbermen are right in the midst of a vigorous national publicity campaign, as witness for instance the double page spread in the Literary Digest of May 18th, by the Southern Pine Association, one of the 150 industries in the list of national publicity campaigners in this issue of the American Nurseryman.

In view of what American Nurseryman has been presenting to its readers in recent issues regarding fruit tree seedlings—French and domestic—and the hearing in Washington last month before the Federal Horticultural Board, the announcements in this issue by F. W. Watson & Co., Topeka, Kansas, and the Shenandoah Nurseries, Shenandoah, Iowa are of special interest.

A misprint in the article on Market Development Fund in the May 15th issue of this journal made the total of subscriptions per year to that date appear to be \$1,600. The figure is \$10,600.

# AMERICAN NURSERYMAN



## THE NATIONAL JOURNAL OF COMMERCIAL HORTICULTURE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

**Absolutely independent.**

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**ROCHESTER, N. Y., JUNE 1, 1918**

*Co-operation, not Competition*

### A BILLION DOLLAR INDUSTRY

THE horticultural interests of the United States comprise one of the basic industries of the country. The approximate commercial value of the product derived therefrom is fully \$1,000,000,000 annually, according to the estimate of the National Congress of Horticulture, the organization of which was brought about through the persistent efforts of the "American Nurseryman." The welfare of the whole people of the United States depends largely upon the fostering and developing of these interests.

Scientific, systematic, practical, effective and adequate endeavor to promote this industry starts in the nurseries of the country which represent an investment of \$25,000,000. The activities of orchardists and landscape planters are inseparably connected with those of nurserymen and are recorded in close association in this publication.

The "American Nurseryman" represents in the highest degree every worthy movement for the development of this great field and has earned its title of THE NATIONAL JOURNAL OF COMMERCIAL HORTICULTURE.

### SOME WAR-TIME FACTS

ALLOW me to express the appreciation of the Food Administration for the patriotic action of the nurserymen in using their influence to increase the amount of fruit produced during 1918. We consider the matter of sufficient importance to include it in our publicity matter going out to farm papers."—U. S. Food Administration, Public Information Division, per D. S. Burch.

Apples are a standard food product. Many persons think of apples as a tonic or relish used for dessert or as an appetizer. Apples rank in food value close to potatoes and higher than many vegetables. The best grade of ripe apples runs from 15 to 18% in food value, mainly sugar; thus in 12 cars of apples there would be something like two cars of sugar and other food constituents. If 1,500,000 bu. of apples going to waste annually in Iowa for instance, could be saved for food purposes, there would be conserved in this process some 12,000,000 lbs. of sugar and food constituents.

### THE VICE-PRESIDENT'S FORESIGHT

Three years ago Acting President J. R. Mayhew, as a part of the whole scheme for the re-organization of the American Association of Nurserymen which he presented at the Detroit convention, struck the keynote of the present movement in saying:

"We need money and lots of it for publicity. We have lost and will continue to lose, until provided for" a great opportunity to keep our interests before the world by a properly-financed, well-organized campaign for publicity. No money, I take it, that we could spend would be better spent than a liberal allowance to a thoroughly capable committee on publicity."

We submit that a man who can see a great need far in advance of the majority and propose so definitely for its fulfillment should be given the greatest consideration whenever he proposes a policy and a plan in the interest of trade organization. Mr. Mayhew's broad views and far-sightedness have been of great value to the American Association.

Another man who foresaw the needs of market development and urged a publicity fund long in advance of others, is William P. Stark, from whose annual address as the president of the national association we quoted prophetic words in our issue of February 15th, at page 49. Mr. Stark urged action of this kind as long ago as 1911.

And so it is that significant movements, coming events, cast their shadows before. Apparently the time was not ripe when Messrs. Stark and Mayhew spoke, or even when former President Watson sought to crystalize action at the Philadelphia convention. Also apparently the present movement seems to have been ordered. We trust that all in good time it will be brought to full fruition. The honor is to the men who proposed it, the men who undertook to and did set it in motion and the men who subscribed promptly.

### TO REPLACE BARBERRY

At the University Farm, St. Paul, Minn., many inquiries are being made as to what to plant in the gaps made by the eradication of the common barberry from the lawns and gardens of Minnesota, as a means of protecting the promising wheat crop of this year from ravages of the black stem rust, which in 1916 cost the farmers of the state \$30,000,000.

In response to these inquiries LeRoy Cady, horticulturist at University farm, suggests that the common barberry hedges that have been dug up may very well be replanted with Japanese barberry, the Alpine currant, the buckthorn or Spirea Van Houttei. The last named, however, does not make a good clipped hedge.

For gaps in the lawn made by the removal of the common barberry, Mr. Cady suggests Hydrangea Hills of Snow, Spiraea Van Houttei, Japanese barberry, Missouri flowering currant, Japanese rose, the dwarf forms of the caragana and the Viburnum lantana.

Where plants from six to nine feet high are desired, the Tartarian honeysuckle, mock orange, lilac, Wahoo or Euonymus and highbush cranberry may be used. Where plants under three feet are desired the Spirea Anthony Waterer, Spiraea Bumalda, or Spiraea Billardii may be used.

At the Chicago convention members of the American Association will be asked to record definitely their wishes regarding the time for payment of annual dues. An attempt was made last year to make the As-

### IS IT FORWARD MARCH OR ABOUT FACE?

A MERICAN nurserymen are to-day facing the greatest opportunity that has ever come to them.

The Market Development plan holds open the gates of the greater-business-land; will you go forward and possess it, or "about face"?

True, it costs more to grow a tree than it did a few years ago; true, labor is not as plentiful as it was before an army was needed to hunt the Hun.

But, thank God, it is also true that the American people have undefiled homes; fields of grain growing under the spring sun; fruit trees blooming with the promises of future crops; cattle grazing on a thousand hills.

The potential purchasers of the trees growing in your nursery are these same prosperous American people. The market development plan will put every nurseryman into closer relationship with these people. Your moral and financial support is needed if American nurserymen are to grasp what is in reach of their hands.

sociation year correspond with the calendar year, making dues payable in January. But the response was so feeble that Acting President Mayhew, on April 26th, after consultation with the executive committee, asked for payments under the old plan, June convention date. This is the plan under which the officers are now acting.

### A JUNE DAY HOMILY

In a sense nurserymen are manufacturers—so are farmers. They make trees or potatoes of a special, definite brand with the help of Nature. Otherwise we would be eating bark from trees, acorns, wild berries and roots, as did the Indians ages ago; and we would bask in the shade of trees where they happened to spring up. The National Association of Manufacturers met in annual convention for the twenty-third time (nurserymen have been organized twenty years longer) at the Waldorf-Astoria, New York, last month and discussed such subjects as "Trade Acceptances," "Uniform State Laws," "American Industry and the War."

These are subjects which have been or might well be on a program for a convention of the American Association of Nurserymen. Manufacturers, as business men, are interested in these subjects. Nurserymen are, or ought to be, business men.

And yet we have frequently heard the remark: "Nurserymen are not business men; they are farmers." In our opinion the terms are synonymous and ought so to be considered. Why not prove to each other and to the public the fallacy of the quoted remark?

A large fir tree which has stood for years in the yard of Willis E. Fryer, nurseryman, Mantorville, Minn., caught the fancy of a resident of Rochester, Minn., last month and he bought it. It took five men a day and a half to dig it up and seven men to load it for transportation to Rochester. Another tree of the same variety was planted in its place. One never can tell. Keep the home nursery grounds flourishing.

## THE ACTING PRESIDENT'S CALL TO ACTION

To the Nurserymen of America:

This early may I urge every nurseryman the country over to attend the meeting of the American Association to be held in Chicago, Sherman House, June 26-28, 1918. It matters not if you have not heretofore been a member or if you have let your membership lapse, now is the best possible time to renew your membership, and any member will be glad to present your application. Many problems which affect your business can only be solved by combined effort, and for purely selfish reasons **every worthy nurseryman in America should hold membership in the American Association.**

Matters of very great importance will be determined by the Chicago convention. You should have a voice in shaping the future destiny of the Association. A study of the program as prepared by Chairman Chase and his committee proves that there will be "something doing" at Chicago every minute of the time. **You can't afford to miss this program.**

The age of the prophets is in the past, we are told, but this may or may not be true. It does not take a prophet to see some things however, because they look us squarely in the face.

(1) **Prices of nursery products, wholesale and retail, must advance to save the business from bankruptcy.** Compared to every other commodity under the sun, nursery products are, and have always been, the cheapest, and because of increased costs in labor, lands, materials, etc., this to-day is our great problem, one which calls for the combined statesmanship of all to solve. In conversation with a leading nurseryman a few days since, he stated that it costs 100% more to produce trees in 1918 than it did in 1914. He was not far wrong.

(2) **Our future policies must be shaped to meet our changing conditions.** The world is today in the remaking. Policies which were counted dependable yesterday are to-day questionable, and to-morrow, perhaps, must be abandoned. The nursery business must be placed upon a more stable basis, we must inaugurate a system of research which will go to the very root of the matter. We must provide adequate machinery in our organization for getting at these problems and at the same time provide funds necessary to carry on the work.

(3) **The nursery business must render a higher order of service.** This is not saying, to be sure, that the character of service rendered in the past has not been acceptable. On the part of a vast majority it has been, but it can and must be improved. Our standards are not as good as they could be made. A ban must be placed on "shyster" practices in growing, grading, selling, advertising, etc., by the few, the result of which is borne by all. Every time an advertisement is printed it builds or demolishes the business. If it is 100% fact it is a power for good, first, to the concern who pays for it

and, second, to dealers in nursery products generally. If, on the other hand, it is false, it is an assassin's knife. Every case of "misbranding," every case of "under grading," each act of "unfair dealing," digs deeper the pit from which to climb. We must meet conditions as they are, call things by their true name, and, in the "name of business," demand **righteousness in business.**

(4) **Market development.** For many years much has been said concerning the need of a comprehensive, practical plan of publicity, a plan which would stimulate the planting of nursery products. Everybody realizes the need of market development is one of our biggest problems. A bunch of the "livest nurserymen in American Association" got together and worked out a plan to raise \$50,000.00 per year for five years for market development. This fund is growing rapidly and the committee having the matter in charge believe the fund will be fully subscribed. The entire plan will be ably presented at the coming convention.

(5) **Supplies.** There are some things that, like the "nigger's bread," the nurserymen "must have," box lumber, shingle-tow, burlap, twine, etc. It begins to look at this date that not only will supplies be higher than the proverbial "cat's back," but it is also a question of procuring certain needed supplies at any price. I am led to this conclusion, especially concerning box-lumber and shingle-tow, by information coming to me from some of the largest mills in Louisiana which had heretofore supplied the nurserymen of the Southwest and which advise me they cannot handle the trade the coming season. Every nurseryman should gather all possible information about where such items can be procured, and at what price, as such information will be invaluable at this particular time.

These are some of the questions which will engross the Chicago convention, and any phase of the many questions hinted at would demand your presence.

At Detroit in 1915, the American Association of nurserymen was re-organized. A new constitution was adopted, broad enough to do all things possible for the membership. However, as is now seen, adequate provision was not made to finance our organization. A thing which could not be foreseen

in 1915 is quite apparent today. As a special order of business carried over from last convention, the resolution and amendment to constitution, as they appear in body of program, are offered for adoption by the Chicago convention, and are offered in the belief that their adoption will, (1) provide necessary funds for carrying on this great work, and, (2) to direct the Executive Committee specially in matters where the Committee might hesitate.

I earnestly hope that these questions may have your best thought, and that every nurseryman in America will realize that all this is **his business** and that no proxies are allowed on the floor of the convention. Let us make 1918 convention the best ever held.

Yours very truly,

J. R. MAYHEW,  
Acting President.

Waxahachie, Texas, May 10, 1918.

### Nurseryman's Munificent Gift

Announcement was made in the May 15th issue of the *American Nurseryman* of the gift by John Van Lindley, the veteran nurseryman of Pomona, N. C., of forty acres of land for a city park for Greensboro, N. C. Commenting upon the gift the Greensboro Daily Record said:

Mr. Van Lindley is now a very old man. It is his ambition to see this great dream of his fruition during his own life-time. He realizes that the span of his life is now running close to its close, and he has chosen Memorial Day—that occasion in the year when the heart of the whole South is responsive to kindly thoughts—to make his presentation. He believes, and rightly, that he could do no better thing than to furnish the means for a little happiness for the generations that will inhabit the world after he is gone.

Fifty years from now the name of Lindley will be remembered by the people of Greensboro—not because of the business success which he achieved in his life, great as that has been; and not because of the wealth he has accumulated, or any other material thing—but because of the kindly thought in his heart for the children of the people among whom he has lived, and his desire to give of his means that Greensboro might remember after he is gone that his great wish at the last was to do something that would help his people to a brighter future.

In accordance with the simplicity that has marked the man all of his days there was no ostentation over the presentation to the city of a gift worth at a conservative estimate in the neighborhood of twenty-five thousand dollars. There were perhaps not more than half a dozen people who knew he contemplated so handsome and munificent a thing. The deed to the land had been prepared and signed in advance, and its presentation was as quiet and unostentatious as the life of the man has been.

## THE "AMERICAN NURSERYMAN" SLOGAN



**LET THE spirit of the national, district, state and local associations of nurserymen and of all unattached nurserymen (there ought not to be any) be henceforth: We are for Market Development and the extension of the Nursery Business. We are through sitting passively in the background, looking for trouble in Legislative circles and neglecting the Big Opportunities of an Undeveloped Market in a yet Practically New Nation. We are OUT FOR BUSINESS. We'll take care of the incidental matters of Legislation when we come to them. They're not so many.**

# Wide Range of Industries in Market Development

## One Hundred and Fifty Organizations Have Successfully Engineered What the Nurserymen Propose

The American Nurseryman has repeatedly declared that in other trades propositions for market development through organized publicity have been successfully launched and profitably conducted. We were asked recently to name some of these and cited some of the best known instances. For the information of those who may not know how extensively this plan has been put into operation, we reproduce herewith from a recent issue of Printers' Ink a list of 150 such campaigns, embracing a wide range of industries:

### BUILDING AND HOUSE FURNISHING MATERIAL

National Association of Sheet and Tin Plate Manufacturers of the U. S.  
Metal Club of Philadelphia.  
National Paving Brick Manufacturers' Association, Cleveland.  
Georgia Brick Manufacturers' Assn.  
Texas Brick Manufacturers' Assn.  
Magnesia Association of America, New York.  
Asphalt Shingle Publicity Bureau, Chicago.  
National Terra Cotta Society, New York.  
Barre (Vt.) Quarries and Manufacturers' Association.  
National Warm Air Heating and Ventilating Association, Columbus, Ohio.  
Portland Cement Association, Chicago.  
Twenty Chicago paving concerns.  
Cut Nail Manufacturers.  
Associated Tile Manufacturers, Beaver Falls' Pa.  
Allied Wall Paper Industry, N. Y.  
Metal Bed League, Inc., New York.

### BANKS, TRUST COMPANIES, ETC.

St. Louis safe deposit companies.  
Banks of Pasadena, Cal.  
Six Members of New York Stock Exchange.

### CITIES

Greater Des Moines Committee.  
Hundred and Fifty Thousand Club, Dallas, Tex.  
Seven manufacturers of Dayton, O.  
Manufacturers of Milwaukee.  
Portland, Ore., Commercial Club.  
Business Men's Club, Memphis, Tenn.  
Nashville Industrial Bureau.  
Publicity League, San Antonio, Tex.  
Denver Tourist Bureau.  
Ottawa, Ont.  
Calgary, Alberta.  
Louisville Industrial Foundation.  
One hundred and sixty-eight manufacturers of Cleveland.  
(Many other cities have been advertised co-operatively.)

### FOOD PRODUCTS

California Fruit Growers' Exchange, Los Angeles.  
California Associated Raisin Co., Fresno.  
Shrimp Canners (by U. H. Dudley & Co., New York).  
Los Angeles bakers.  
California Walnut Growers' Association.  
Dairymen's League, New York.  
American Cranberry Exchange, N. Y.  
Northwestern Fruit Exchange, Seattle.  
Fruit Growers of Niagara Peninsula, Ontario, Can.  
National Kraut Packers' Association, Chicago.  
Northern California Fish Exchange.  
National Association of White Corn Millers, Toledo, O.  
Indiana Millers' Association, Indianapolis.

Chicago ice-cream manufacturers.  
Apple Growers' Association of Hood River, Ore.

Chicago Butter and Egg Board.  
Florida Citrus Exchange, Tampa.  
Southern Texas Truck Growers' Association, San Antonio.

Oyster Growers' and Dealers' Association of North America.  
Indianapolis grain dealers.  
National Dairy Council.

### LUMBER

National Association of Master Bakers.  
West Coast Lumbermen's Association, Shingle Branch, Seattle, Wash.

Arkansas Soft Pine Bureau, Little Rock, Ark.

Southwestern Lumbermen's Association, Kansas City, Mo.

Southwestern Oak Manufacturers' Association, Memphis, Tenn.

Gum Lumber Manufacturers' Association, Memphis, Tenn.

National Lumber Manufacturers' Association, Chicago.

Southern Pine Association, New Orleans.  
White Pine Bureau, St. Paul.

Northern Hemlock & Hardwood Manufacturers' Association, Oshkosh, Wis.

Southern Cypress Manufacturers' Association, New Orleans.

Western Red Cedar Association, Spokane, Wash.

Eight Lumber Companies (for American walnut.)

### PUBLIC UTILITIES

National Commercial Gas Association, N. Y.  
Railway Executives' Advisory Committee, New York.  
Bureau of Railway Publicity of Illinois.  
National Conference Committee of the Railways.

## MARKET DEVELOPMENT FUND

### List of Subscribers to the Market Development Fund

Per year for 5 years.

Adams Nursery Co., J. W., Springfield, Mass. .... \$ 100  
American Nurseryman, Rochester, N. Y. .... 10  
Andorra Nurseries, Chestnut Hill, Pa. .... 250  
Aurora Nursery Co., Aurora, Ill. .... 50  
Augustine & Co., Normal, Ill. .... 25  
Barr, B. F., Lancaster, Pa. .... 25  
Beaudry Nursery Co., W. E., Chicago III. .... 25  
Bernardin, E. P., Parsons, Kansas .... 50  
Barrett & Son, Benj., Blue Anchor, N. J. .... 5  
Baker Bros Co., Fort Worth, Tex. .... 20  
Backes, H. J., Humphrey, Nebraska .... 25  
Breck-Robinson Nur. Co., Lexington, Mass. .... 100  
Baird & Hall Nursery, Troy, Ohio .... 15  
Bobbink & Atkins, Rutherford, N. J. .... 250  
Brandley, James, Walpole, Mass. .... 25  
Brand Nursery Co., Faribault, Minn. .... 50  
Breed, E. W., Clinton, Mass. .... 25  
Bryant & Son, A., Princeton, Ill. .... 50  
Burr & Co., C. R., Manchester, Conn. .... 250  
Clarke, Daniel, Fiskeville, R. I. .... 50  
Chanute Nurseries, Chanute, Kan. .... 5  
Chase Nursery Co., Chase, Ala. .... 250  
Clinton Falls Nursery Co., Owatonna, Minn. .... 150  
Chase Co., Benj., Derry, N. H. .... 100  
Conard & Jones Co., West Grove, Pa. .... 250  
Connecticut Nurserymen's Association. .... 50  
unanimously; and 37 firms, members, pledged themselves to subscribe, amounts to be reported to the committee.  
Corn Belt N. & F. Assn., Bloomington Ill. .... 50  
Dansville Wholesale Nurserymen, Dansville, N. Y. .... 50  
Elm City Nursery Co., New Haven, Conn. .... 100  
Fancher Creek Nurseries, Fresno, Cal. .... 50  
Ferris, Earl, Hampton, Iowa .... 25  
F. & F. Nurseries, Springfield, N. J. .... 250  
Farr, B. H., Wyomissing, Pa. .... 25  
Hankinson Nursery Co., Hankinson, N. D. .... 50  
Harris, S. G., Tarrytown, N. Y. .... 50

Harrison & Sons, J. G., Berlin, Md. ....	500	Northwest Nursery Co., Valley City, N. D. ....	50
Harrison Nursery Co., York, Neb. ....	50	Peyton, T. R., Boonville, Missouri ....	10
Julius, So. Braintree, Mass. ....	50	Parker, Jim, Tecumseh, Okla. ....	10
Hicks & Son, Isaac, Westbury, N. Y. ....	250	Pierson, Inc., A. N., Cromwell, Conn. ....	100
Holsinger Brothers, Rosedale, Kansas. ....	50	Pennsylvania Nursery Co., Girard, Pa. ....	25
Hillenmeyer & Son, H. F., Lexington, Kentucky ....	25	Plainfield, Nurseries, Scotch Plains, N. J. ....	25
Hill Nursery Co., D., Dundee, Ill. ....	100	Prairie Nursery Co., Estevan Sask., Canada ....	100
Hobbs & Sons, C. M., Bridgeport, Ind. ....	100	(if campaign is extended to Canada)	
Hoopes, Bro. & Thomas Co., West Chester, Pa. ....	250	Princeton Nurseries, Princeton, N. J. ....	250
Hunt Co., W. W., Hartford, Conn. ....	25	Rakestraw-Pyle Co., Kennett Square, Pa. ....	50
Illgenfritz & Sons Co., I. E., Monroe, Mich. ....	25	Reed, W. C., Vincennes, Ind. ....	50
Irvin Ingels, Lafayette, Ill. ....	25	Roehrs Co., Julius, Rutherford, N. J. ....	100
Jackson & Perkins Co., Newark, N. Y. ....	250	Root, J. W., Manheim, Pa. ....	10
Jones, J. F., Lancaster, Pa. ....	10	Rose Hill Nursery, Minneapolis, Minn. ....	50
Jewell Nursery Co., Lake City, Minn. ....	150	Saddler Brothers, Bloomington, Ill. ....	50
Kohankie, Martin, Painesville, Ohio ....	50	Simpson & Sons, H. M., Vincennes, Ind. ....	20
Kelsey, Harlan P., Salem, Mass. ....	100	Shenandoah Nurseries, Shenandoah, Ia. ....	250
Keystone State Nursery Co., Pittsburgh, Pa. ....	25	Sherman Nursery Co., Charles City, Ia. ....	150
Klehm's Nurseries, Arlington Heights, Ill. ....	25	Smith Co., W. & T., Geneva, N. Y. ....	250
Kelley & Sons, J. O., Jeff, Ala. ....	10	Sonderegger Nurseries, Beatrice, Nebr. ....	50
Lindley Nursery Co., J. Van Pomona N. C. ....	250	Stark Brothers, Louisiana, Mo. ....	250
Leesley Brothers, Chicago, Ill. ....	50	Stein, Geo. E., Wrightsville, Pa. ....	5
Littlefield & Wyman, No. Abington, Mass. ....	20	Swain Nelson & Sons Co., Chicago, Ill. ....	50
Lovett, J. T., Little Silver, N. J. ....	100	Swan River Nurseries, Patchogue, N. Y. ....	35
McHutchison & Co., New York, N. Y. ....	500	Tolleson Nursery Co., Lake City, Minn. ....	25
Maloney Bros. & Wells Co., Dansville, N. Y. ....	50	Thurlow's Sons, T. C., West Newbury, Mass. ....	100
Marshall Brothers Co., Arlington, Nebr. ....	50	Texas Nursery Co., Sherman, Texas. ....	250
McColgan Nurseries, Red Bank, N. J. ....	50	Thomas & Son, Jos W., King-of-Prussia, Pa. ....	25
Mccormack, J. J., Lowell, Mass. ....	10	United States Nursery Co., Roseacres, Miss. ....	100
McFarland Co., J. Horace, Harrisburg, Pa. ....	25	Uecke, Robert C., Harvard, Ill. ....	10
Meehan Co., Thomas B., Dresher, Pa. ....	250	Vanicek, V. A., Newport, Rhode Island ....	100
Moon Co., Wm. H., Morrisville, Pa. ....	10	Weber & Sons Nursery Co., H. J., Nursery, Mo. ....	50
Mount Arbor Nurseries, Shenandoah, Iowa ....	250	Wedge Nursery, Albert Lea, Minn. ....	150
Mount Hope Nurseries, Lawrence, Kan. ....	50	Westover Nursery Co., Clayton, Mo. ....	50
Muller, Adolf, Norristown, Pa. ....	50	Willis & Co., A., Ottawa, Kansas. ....	\$ 50
Massachusetts Nurserymen's Assn. ....	100	Will & Company, Oscar H., Bismarck, S. D. ....	50
Momm's Sons, Co., Irvington, N. J. ....	10	Williams, Miss Rose, Newark, N. Y. ....	10
Naperville Nurseries, Naperville, Ill. ....	50	Wohlert, A. E., Narberth, Pa. ....	25
National Nurseryman, Hatboro, Pa. ....	50	Waxahachie Nursery Co., Waxahachie, Texas. ....	100
New England Nursery Co., Bedford, Mass. ....	50		

# Let Nurserymen Stop Advertising "Fruit Trees for the Cost of Digging"

Let them be business men, asking a reasonable profit from their honorable calling. To the last live man, let them subscribe immediately and liberally to the Market Development Fund, to the end that **business may be improved and profits increased.** Mail subscriptions today (on the basis of a definite sum per year for five years) to the editor of this paper, or to E. S. Welch, Treasurer, Shenandoah, Iowa, or to any member of

## The Temporary Committee to Solicit Subscriptions for the Market Development Fund

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Chicago Florists' Club.

Wooden barrel campaign of sixteen cooperage concerns.

Manufacturing Perfumers' Association of the United States.

Cycle Parts and Accessories Association.

Cycle Jobbers' Association of America.

Bicycle Manufacturers' Association.

Association of the Manufacturers of Chilled Car Wheels, Chicago.

"Florida First" Commission.

Sweet Feed Manufacturers' Association, Memphis, Tenn.

National Association of Distillers and Wholesale Dealers, Cincinnati.

Chicago Ford Agencies.

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Electric Vehicle Association of America, New York.

Associated Hotels of San Francisco.

Miami Valley Paper Manufacturers' Association.

Jewelry Manufacturers of Newark, New Jersey.

Society of American Florists and Ornamental Horticulturists, New York.

New York State Agricultural Society.

Automotive Wood Wheel Manufacturers' Association

*See you saw it in AMERICAN NURSERYMAN*

### Dansville, N. Y. Nurseries

In the last issue of the *American Nurseryman* reference to the number of nurseries in Dansville, N. Y., should have read 78 instead of 125. An exchange says:

"In a list of Dansville enterprises recently compiled by the publicity committee of the board of trade, there were seventy-eight nursery firms listed, some as individuals and others with two or three members. The most of the firms represented make the business their vocation while others have made it an avocation, while engaging in some other business pursuit. Ten are wholesale firms of wide experience, the second and third generations of the sturdy pioneers having grown up in the work."

"Perhaps in no other place could there have existed so many small dealers interested in this industry. Usually the spirit of competition and greed crowds out the smaller, but the Dansville men of thirty years ago helped their employees to start in a modest way in their home gardens, encouraging them to increase their holdings year by year."

"Among others the late George A. Sweet was noted for his liberal attitude in this propaganda. The embryonic nurseryman continued his work as an employe and cultivated his small patch of seedlings on holidays and before and after his long ten hours of work. Homes were bought and grounds beautified until today the slogan of the town is 'Busy, Beautiful, Bountiful, Dansville.'"

W. J. Koppen of the Minnesota State University has been sent out to gather what data he can on the fruit raising in Minnesota both as orchard fruits and small garden fruits. The object of the work is to learn how the successful orchardists will carry on their work and to give a general idea of the profitability of the fruit growing enterprise.

**LABELS FOR NURSERYMEN**  
**THE BENJAMIN CHASE CO.,**  
**DERRY, N. H.**

## Ellwanger & Barry Nursery Company To Be Dissolved

The growth of the city of Rochester, N.Y., which is steadily taking land utilized in cultivation of trees and plants, is one of the causes of the dissolution of the Ellwanger & Barry Nursery Company. The directors have recommended the discontinuance of the business and have called a meeting of stockholders for the purpose of voting on the recommendation.

The Ellwanger & Barry Realty Company, which controls the real estate holdings accumulated by the original nursery company, will not be affected by the latter's dissolution. The stockholders of both concerns are the heirs of George Ellwanger and Patrick Barry. The Ellwanger & Barry property consists of the Ellwanger & Barry store and office building in State street, and large tracts in the vicinity of Highland Park and south of Rochester.

George Ellwanger and Patrick Barry were pioneers in the nursery business in Rochester. They formed a partnership in 1840 and established the business that was to bring fame to them and the city. At the time of the formation of the company the business grew by great strides and soon the name of Ellwanger & Barry was known in horticultural circles in most of the United States. William C. Barry, son of the late Patrick Barry, and for more than a quarter of a century especially prominent in horticultural circles, died recently.

It is largely owing to the Ellwanger & Barry Nursery Company that Western New York has become famous for its apples. Apple trees were rare at the time of the organization of the company, and scientific cultivation of them not yet developed. Undoubtedly to George Ellwanger and Patrick Barry more than to any other men is due the success of apple growing in this part of the state.

The firm also disseminated valuable knowledge on the raising of other fruit and ornamental trees. Products of the firm's nurseries are to be found in parks and gardens all over the world.

A successful nurseryman recently said: "One of the greatest difficulties I have had in my business is not to find low prices, but to find quality stock at any price. The consumer of nursery stock is now demanding better stock than we nurserymen are supplying. My customers are willing to pay liberally for extra good plants."

Joseph J. Lane, manager Garden Magazine, New York City, has joined the Army. He writes: "There are so many good friends of mine in the field that I have become acquainted with in the five years I have been connected with Doubleday, Page & Company, that I dislike to move on without clasping hands with them and telling them that when I come back on the job I hope to continue the pleasant acquaintances and friendships which have become so dear to me."

## CO-OPERATION NOT COMPETITION is the life of TRADE

The time has come for Nurserymen to stop competing with each other and form a line of attack upon the undeveloped market in a yet practically new Nation.

**Volunteers are now enlisting. For full information write any member of the Temporary Committee for raising subscriptions:**

F. L. ATKINS, President  
E. S. WELCH, Treasurer  
JOHN WATSON, Secretary  
J. EDWARD MOON  
ROBERT PYLE  
H. B. CHASE  
P. C. STARK

## Nurserymen's Military



### Roll of Honor

[See files of American Nurseryman for other names. Readers are requested to advise us of others in the trade who have joined the colors.]

Albert G. Allen, Park Field, Memphis, Tenn., (W. F. Allen Co., Salisbury, Md.)  
Harold C. Cowell, Kelly Field, San Antonio, Texas. (Swan River Nurseries, Patchogue, N. Y.)

Twenty-eight men from the Royal Palm Nurseries, including Norman A. Reasoner, Oneoc, Fla.

Clarence J. Galligan, Fort Adams, R. I.; Robert J. McCarthy, France; William P. Landon, Yaphank, N. Y. (Elm City Nursery Co., New Haven, Conn.)

Edwin Hoyt, Camp Grant, Rockford, Ill.; H. E. Kelley, France. (Stephen Hoyt's Sons Co., New Canaan, Conn.)

The address of Captain Meredith P. Reed, previously reported, is Co. L, 334th Infantry, Camp Taylor, Ky.

Change is a condition precedent to progress. We believe the truth of that axiom will be generally admitted. In some cases the change may be slight; but, generally speaking, can any of us look upon progress to which we can bear eye witness and say that it has been accomplished absolutely without change?

Now it is proposed to change for the better some of the activities or inactivities of the American Association of Nurserymen. Those of us who can look back upon active connection with the national organization for a quarter of a century or more should guard against tendency to retain old methods in the presence of proffered new ones and should welcome and consider well the latter as likely to be the means of definite progress. Let us bear this in mind through all the months of the present year and especially during the conference days of the annual convention.

## NUMBER OF EDITIONS HAS BEEN DOUBLED

American Nurseryman Issued Twice a Month  
TWENTY-FOUR TIMES A YEAR

No increase in subscription rate, \$1.50 per year.  
Canada and abroad : 50 cents extra.

"You are issuing a splendid Journal, covering the news of the trade from coast to coast." Former President E. S. Welch, American Association of Nurserymen.

Edited by Ralph T. Olcott, founder of American Nursery Trade Journalism. "The dean of Nursery Trade Journalists, who, since June, 1898—a quarter of a century—has boasted all the time for the interests of all the nurserymen."—Former President John Watson, American Association of Nurserymen.

ONE CAN only act in the light of present knowledge. Until you know of the existence of such a Nursery Trade Journal as the AMERICAN NURSERYMAN you must act with such knowledge as you have.

It is for this reason that we are glad to acquaint you with this publication. It speaks for itself; but if you would have corroborative proof, ask any prominent Nurseryman.

Calls for back numbers come in almost every mail. Many cannot be supplied, as editions have been exhausted. The only safe way is to see that your subscription is paid for in advance.

## THE SEMI-MONTHLY AMERICAN NURSERYMAN

24 ISSUES PER YEAR

### Advertisements may be run:

In the first of the month issue each month; or  
In the fifteenth of month issue each month; or  
In both first and fifteenth issues of each month.

### Advertising rates the same for each issue:

One inch, 1x2½	\$ 1.40	Quarter page, 6x3½	\$ 10.00
One column, 12x2½	14.00	Half page, 6x7½	20.00
Eighth page, 3x3½	6.00	Full page, 12x7½	40.00

Above rates and discount are for advertising placed directly with the publisher.

The flat rate of \$1.40 per column inch is charged for any space contracted through an agency.

### Forms close:

On the 27th for the first of the month issue,  
On the 12th for the fifteenth of month issue.

"A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view."—H. Dumont, Chicago, Ill., in Printer's Ink.

Preferred positions in Cover and other space are available at 25 per cent. over card rates.

## Sale Promotion By Mail

### HOW TO SELL AND HOW TO ADVERTISE

Includes instructions on compiling a mailing list; follow-up letters; collections by mail; turning inquiries into sales; organizing and systematizing an advertising department; the promoting department, etc. Pages, 359.

Price, postpaid, \$2.15

American Fruits Publishing Co., Inc.  
39 State St., ROCHESTER, N. Y.

## Nut Trees

Wholesale and Retail

### Budded and Grafted Trees

Transplanted stocks, Pecans, English and Black Walnut, Shagbarks and Hybrids, Filberts, etc., etc.

J. F. Jones, The Nut Specialist,  
Box N. Lancaster, Pa.

Modern advertising has elevated the standard of business ethics. It conserves trade, extends business, creates good will; it protects and fosters legitimate enterprise.

Say you saw it in AMERICAN NURSERYMAN.

### AN ELOQUENT DEFIANCE

Every advertisement in this Trade Publication is an eloquent defiance to the enemies of a republic and the principles of democracy. It is a standing declaration of the power and determination of the business men of this country that the progress and prosperity of its people shall not be defeated.

### Clinch More and Bigger Sale

by developing your "selling personality." Here's the helpful, inspiring book to show you how. *Successful Selling*, by E. Leichter. It gives you the secrets of order-getting salesmanship; explains how to select the right approach, presentation and closing for each individual prospect. It will help you make of yourself a commanding salesman. Handy size for your pocket, 54 cents postpaid.

American Fruits Pubg. Co., Rochester, N. Y.

## FRUIT TREES      ROSES      MANETTI STOCKS IN HEAVY QUANTITIES

Mr. John Watson, Nurseryman, Newark, New York, is our sole agent for the United States and Canada

### S. SPOONER & SONS

The Nurseries—Established 1820

HOUNSLAW,

ENGLAND

## N. C. Natural Peach Pits

Further investigation leads us to the opinion that there will be, perhaps, half a crop of 1918 seed. At this time we have on hand some 1817 seed, which can be shipped promptly, or as soon as the Railway Company can accept same. We find that the Rail-way people will handle shipments to some sections, and not to others. This morning we have a letter advising us to let a shipment to Rochester, N. Y., go ahead, but holding up a shipment to a nearer by point.

We still advise that orders be placed for whatever seed that are wanted, and let them move at the earliest possible date, if you want to plant this fall:

Prices supplied and inquiries answered promptly.

J. VAN LINDLEY NURSERY CO.,  
POMONA, N. C.

Subscribers to Market Development Fund.

No matter what periodical you are taking, AMERICAN NURSERYMAN should be regularly on your desk. A business aid. Bristling with exclusive trade news. Absolutely independent. NOT OWNED BY NURSERYMEN.

## French Seedlings and Ornamental Stocks

New prices are ready; consult with my Sole Agent, John Watson, Newark, New York, for prices and importing expenses.

Angers,      F. DELAUNAY      France

## How To Deal With HUMAN NATURE IN BUSINESS

By SHERWIN CODY

Author of "How to Do Business by Letter" "The Art of Writing and Speaking the English Language," Etc

A Big, Practical Book on Doing Business by Correspondence, Advertising, and Salesmanship

Direction, Suggestion, Study and Example, based on the Real Psychology of Business Effort. Considers with care National Characteristics Service, Your Own Valuation of Yourself, Monopoly for Every Man, The Mind and How It Works, Advertising, The Imaginative Method and Its Uses, Principles of Appeal, Proportion and Emphasis, Analyzing a Business, Correspondence, Various Styles in Business Letter-Writing, System in Mail Order Correspondence, A Study of the Grocery Business, Collections by Mail, etc. Price, \$2.00 Net; by mail \$2.12.

American Fruits Publishing Company Inc.  
39 State Street, ROCHESTER, N. Y.

## CHAS. DETRICHÉ, SR.

ANGERS, - FRANCE,

Grower and Exporter of

Fruit Tree Stocks, Forest Tree Seedlings, Rose Stocks, Shrubs, Vines and Conifers for Nursery Planting

Information regarding stock, terms, prices etc. may be had on application to Mr. Detriché's sole representative for the United States and Canada:

### JACKSON & PERKINS CO.

Newark, New York.

Twice-a-month

## American Trade Publicity

On the 1st and the 15th

## AMERICAN NURSERYMAN

"A paper which gives the best value to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view.—H. Dunton, Chicago, Ill., in Printer's ..."

## Modern Propagation of Tree Fruits

By B. S. BROWN, M. S., Prof. Horticulture, University of Maine

In the preparation of this book three important factors were kept in mind.

**FIRST**, only to include those practices of propagation which are in general use and which are accepted by the orchardist and the commercial nurseryman as being the most important.

**SECOND**, to furnish, in a condensed form, such information on propagation as will enable the general fruit-grower to follow out the practices. It is assumed that the average fruit-grower has a general knowledge of the various methods of propagation, hence the many confusing details are here omitted.

**THIRD**, an attempt is made to follow rather closely the methods employed by the larger commercial nurseries and to contrast these with the similar operations of the orchardists. The fruit-grower who buys his nursery stock desires to know something of the methods whereby it is produced. The student of Horticulture needs a general knowledge of nursery work and how to apply it to either commercial or home use.

### TABLE OF CONTENTS

- I. Seed for Propagation
- II. Growing the Seedlings.
- III. The Nursery.
- IV. The Different Budding Operations.
- V. Grafting Operations.
- VI. Propagation by Cutting.
- VII. The After Treatment of Nursery Stock
- VIII. Some General Considerations.

xii+174 pages, 5 by 7. 75 figures. Cloth, \$1.50.

American Fruits Publishing Co., 39 State St., Rochester, N. Y.

## Arrangements For Exhibition Space

Chicago Convention of the American Association of Nurserymen

Arrangements have been made by Alvin E. Nelson (Swain Nelson & Sons Co., 140 So. Dearborn St., Chicago) chairman of the Committee on Exhibits of the American Association of Nurserymen, for very satisfactory exhibition space for exhibits (of members only) in the Hotel Sherman, Chicago, where the annual convention occurs on June 26th-28th.

Believing that it would be of great interest to the members attending the convention to have a good exhibition of tractors and power sprayers suitable for nursery work, Mr. Nelson has conferred with the Chicago Park Board for the purpose of securing storage and spaces for exhibition and demonstrations of these implements in some one of the parks. A definite answer has not yet been received, but Mr. Nelson is convinced of his success in securing the co-operation of the Park Board.

Mr. Nelson has also provided that exhibitors may bill their exhibits **transportation fully prepaid**, giving liberal allowance for delays to Alvin E. Nelson, Chairman Nursery Exhibits, c/o C. O. Olson Cartage Co., 525 W. Chicago Ave., Chicago, Illinois. The Bill of Lading, upon which must be stated whether the article is for exhibition in the Sherman Hotel or in the park, must be sent to said Olson Company. Of course, all charges of the Olson Company are to be paid by the exhibitor.

If plants to be exhibited require to be kept in cold storage until the opening of the Convention, the Olson Company must be advised of such requirement.

For rates of charges for exhibition space, either for the Hotel or Park, consult Mr. Nelson, address first above given.

### The Women's Association

The women of the American Association of Nurserymen will hold their meeting at the Hotel Sherman on the same dates as the American Association of Nurserymen, June 26th to 28th.

This auxillary organization was formed at Milwaukee, Wis., in 1916. The wives, daughters, sisters and mothers of nurserymen are urged to become members. The dues are one dollar per annum payable June first or not later than convention time. Guests may participate in the entertainment provided by our association upon the payment of one dollar and will have the same privileges as a member of the organization.

The objects of the Women's Organization are to further personal acquaintance and promote sociability among its members. To arrange to see the different points of interest to the best advantage in the cities where we meet. To promote the interest of the women in the work of the American Association of Nurserymen.

The members of our organization had a splendid meeting at Philadelphia and our trip there was not only entertaining and pleasant, but educational as well. We hope there may be a large attendance of the ladies at the Chicago convention, and we

are sure that you will find it pleasant and profitable to meet with us and become members of our organization.

Remember that your friends and guests are welcome. We hope we may have a good attendance of the men at the theatre party and that all the men present at the convention will attend our reception at the Hotel Sherman from 5:30 to 6:30 p. m. Wednesday evening.

### OFFICERS FOR 1918

Mrs. E. S. Welch, Shenandoah, Ia.....Pres.  
Mrs. W. C. Reed, Vincennes, Ind....Vice-Pres.  
Mrs. E. R. Taylor, Topeka, Kan.....Sec.  
Mrs. F. W. Watson, Topeka, Kan....Cor. Sec.  
Mrs. E. E. May, Shenandoah, Ia.....Treas.  
Mrs. Clyde Leesley, Chicago, Ill., Chairman  
of the Entertainment Committee.

### RECEPTION COMMITTEE

Miss Florence Hill, Dundee, Ill., Chairman.  
Mrs. Wm. Saddler, Bloomington, Ill.  
Mrs. W. N. Scarff, New Carlisle, Ohio.  
Mrs. T. J. Ferguson, Wauwatosa, Wis.  
Mrs. Peter Youngers, Geneva, Neb.

### MUSIC COMMITTEE

Miss Augusta Taylor, Topeka, Kans.  
Miss Lucille Scarff, New Carlisle, Ohio.

### PROGRAM

#### Wednesday, June 26th

Opening meeting, Hotel Sherman, 8:30 to 10:00 a. m.

Luncheon at Marshall Field & Co., 12:30.  
Narcissus Room.

A tour with guides through store, 2:00 p. m.  
Hotel Sherman, Reception and Tea for the Gentlemen, 5:30 to 6:30 p. m.

Dinner at Terrace Gardens, 8:30 p. m.

#### Thursday, June 27th

Trip through Art Institute, 10:00 to 12:00 p. m.

Luncheon at Art Institute Cafeteria, 12:00 p. m.

Leave at 1:30 p. m., C. & N. W. Depot for Great Lakes Naval Training School.

### Theatre Party

"Friendly Enemies" at Woods Theatre, 8:15 p. m.

### FRIDAY, JUNE 20th

Meeting Hotel Sherman, closing session, 8:30 a. m.

Day left open.

### Nursery Stocks for Camps

In the May 15th issue of the *American Nurseryman*, was cited the gift, by Earl Ferris, Hampton, Ia., of nursery stock to the value of \$1,000 to a soldiers' camp.

The National Plant, Flower and Fruit Guild, a national institution with an established reputation, has undertaken to procure bedding-out and such other plants as are obtainable for the purpose of imparting a home-like appearance to the surroundings of sixteen great soldiers' cantonments spread throughout the United States, the great majority of which today are absolutely barren spots without tree, plant or flower life.

To assist in this work Maurice Fuld, 1457 Broadway, New York, has been appointed National chairman of the Soldiers' Camp Garden Committee, which has been formed

under the auspices of the Guild. The work of the Guild in the past has been to supply flowers, plants, fruits and jellies to various hospitals throughout the country, some 2500 such institutions being supplied in this way.

Mr. Fuld, as National Chairman, now solicits florists, nurserymen and seedsmen to write him stating what they can spare him in the way of bedding-out plants and other material. After hearing from the donors he will reply stating in what manner and where these plants are to be forwarded. Nurserymen might donate those plants which they feel they can spare, and seedsmen likewise can contribute packets of annual flower seeds for this year's work, and perennial seeds to be planted later on for next year's flower beds. The Guild will pay all transportation charges.

### Economic Entomologists

The Pacific Slope Branch of the American Association of Economic Entomologists met in annual session last month at Riverside, Cal. Among those present was Prof. H. T. Fernald, entomologist of Massachusetts. Addresses were made on practical insect control. Prof. H. J. Quayle, of the University of California was elected president; E. A. Essig, secretary.

The American Association of Economic Entomologists was organized in 1889 and now includes a membership of more than 500, practically all of the entomologists of the United States and Canada, as well as the leading entomologists of foreign countries.

This association meets each year during the holidays in connection with the meeting of the American Association for the Advancement of Science. Its last meeting was held in Pittsburgh. The officers of the association for the present year are: Dr. E. D. Ball, president, Madison, Wisconsin; Professor W. C. O'Kane, vice-president, Durham, New Hampshire; A. F. Burgess, secretary, Melrose Highlands, Massachusetts. This association publishes the "Journal of Economic Entomology" the leading publication of its kind in this country.

On account of the distance to most of the meetings of the parent association, which are usually held east of the Mississippi, the members in the Western states organized a branch association three years ago. This is called the Pacific Slope branch of the parent association, which includes entomologists west of the Rocky Mountains.

We are subscribers to the fund for

### MARKET DEVELOPMENT

A Co-operative National Campaign

To Create

### NEW BUSINESS FOR NURSERYMEN

ASK US ABOUT IT.

### Principles and Practice

—OF—

### PRUNING

By M. G. KAIS

A highly valuable book by an expert  
420 pages. 324 Illustrations. Indexed  
Will be sent postpaid on receipt of  
Price: \$2.00

American Fruits Publishing Co., Inc.  
39 State St., ROCHESTER, N. Y.

Say you saw it in AMERICAN NURSERYMAN.

## 3's For Nursery Planting

### Field-Grown Own-Root Roses

Choice assortment mostly H. T.'s.

Let us book now. Send want list for prices.

Also get our prices on 1's and 2's for immediate express shipments

**HOWARD ROSE CO. HEMET, CALIFORNIA**



## LINING OUT BARGAINS

	1,000 lots.	5,000 lots.
Barberry Thunbergii, 4 to 6 inches.....	\$ 6.00	\$ 5.00
Barberry Thunbergii, 6 to 12 inches.....	10.00	8.00
Forsythia assorted, 10 to 15 inches.....	10.00	8.00
Forsythia assorted, 12 to 18 inches.....	12.50	10.00
Honeysuckle assorted, 4 to 6 inches.....	7.00	6.00
Honeysuckle assorted, 6 to 12 inches.....	10.00	
Privet Iota, 4 to 6 inches.....	5.00	4.00
Privet Iota, 6 to 12 inches.....	10.00	8.00
Snowberry White, 10 to 15 inches.....	12.50	10.00
Snowberry White, 12 to 18 inches.....	15.00	
Spirea Van Houttei, 10 to 15 inches.....	15.00	
Spirea Van Houttei, 12 to 18 inches, heavy.....	20.00	
Hydrangea P. G., 2 yr., heavy rooted.....	27.50	
Spirea Anthony Waterer, 2 year strong.....	25.00	

Spring Trade list with full list of lining out stock now ready.

ONARGA NURSERY COMPANY

Cultra Bros., Managers.

ONARGA, ILL.

## Grape Vines

If you are in the market for fancy stock I have it

**Concord, Moore's Early and Niagara**  
in large quantities

**Fairfield Nurseries**  
(CHAS. M. PETERS)  
SALISBURY, MD.

1917 EDITION  
AMERICAN NURSERY TRADE  
DIRECTORY

Completely Revised Many Changes  
\$1.00 per copy, postpaid  
Advertising: \$2.00 per inch  
AMERICAN FRUITS PUBLISHING COMPANY

### IT SURELY OUGHT

IT surely ought to be apparent to almost anybody that the information in a business paper, whether it be in the editorial or in the advertising columns, may easily be of the most tremendous value to the readers of that journal.

As a matter of fact, only those who have been "on the inside" can know the tremendous influence which an efficient business paper wields nowadays in shaping the course of events within its own industry. Very much of the work done by such a journal never appears within its pages at all, but is rendered as supplementary advice and assistance in personal instances.

Even when this is not the case, and the results of investigation carried on or reports of data gathered are published in the pages of the periodical, the reader gets facts which are vital to the well-being of his industry, and gets them at the purely nominal expense of his subscription, though if collected for his individual use alone, or under his own direction, the gathering of such material might have cost hundreds of dollars. The relation between subscriber and publication is in fact getting so close and direct, in the business paper field as well as in others, that there is a well-defined tendency for the trade publication to become a sort of business forum, or public meeting place where all interested persons may make their contributions to the good of the cause in general.—Printers' Ink.

## OUR PROPAGATING HOUSE

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